



# Campaign Guide 2022

MILLIONS OF  
REASONS Oct 6

World Cerebral Palsy Day



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The background features a grid of colored squares: a black square in the top-left, a green square in the top-right, a green square in the middle-left, a light blue square in the middle-right, an orange square in the bottom-left, a green square in the bottom-middle, and a black square in the bottom-right. Curved white and black shapes are also present, particularly on the left and bottom edges.

# About World Cerebral Palsy Day

World Cerebral Palsy Day on 6th October, brings together people living with cerebral palsy, their families, allies, supporters and organisations across more than 100 countries. All with the aim to ensure a future in which children and adults with cerebral palsy have the same rights, access and opportunities as anyone else in our society.





## About this year's campaign

This World Cerebral Palsy Day, we are on the search to find the next breakthrough in accessible technology and there is no one is better to help us than the cerebral palsy community, made up of millions of individuals with creative ideas and lived experience.

We're calling on all people with cerebral palsy, your friends, family, supporters to share your boldest accessible technology ideas. Every submission has a chance to win \$5,000 (USD).

Your ideas will help inspire the research and technology community to design better and more accessible technology solutions.

For more information, read the [Frequently Asked Questions](#) here.

## Why this theme?

There are over 1 billion people around the world who live with a disability. Yet we still navigate a world that is not designed to be accessible, with product designers and the technology industry often overlooking the unique needs of people with a disability.

# So how does it work?

**1** Submit your ideas for accessible technology solutions at **[ideas.worldcpday.org](https://ideas.worldcpday.org)** by Thursday 29 September 2022 (UTC 6am).

**2** Vote for your favourite ideas at [ideas.worldcpday.org](https://ideas.worldcpday.org). Voting opens Thursday 29 September 2022 (UTC 6am) and ends Thursday 6 October 2022 (UTC 11pm).

**3** The judging panel reviews the shortlist of ideas (voted by you) and selected 1 ideas based on the need, impact, reach and marketability and the winner receives a \$5,000 (USD) cash prize.

**4** The winner is announced via Facebook and Instagram by 14 October 2022. The winner will be contacted via email.

For further information read our **Terms & Conditions**.



# What kind of ideas are we looking for?

Innovative ideas for any technology that can help improve mobility, communication, future of work, inclusive play, accessible homes and communities for people living with a disability. This could be a product, app or piece of software.

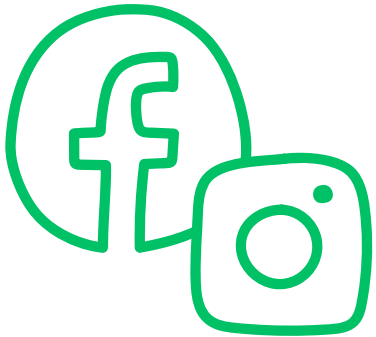
Ideas need to be original so encourage your followers to do a little bit of research before submitting their idea to ensure it doesn't already exist.

The judging panel will assess ideas based on the need, impact, reach and marketability.

For more information, read the Frequently Asked Questions [here](#).



# How to get started with your campaign

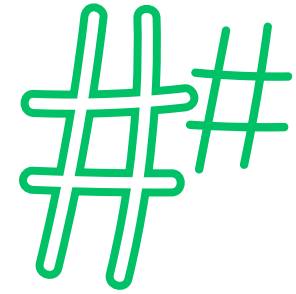


Follow us to keep up to date with the campaign

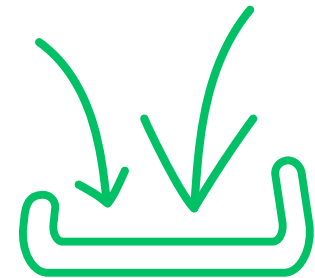
We are [@worldcpday](#) on Facebook, Twitter and Instagram. We encourage you to share our posts and re-use our content.



Craft your campaign messaging based on the samples provided on [Page 9 - 14](#).



Post to social media and remember to use [#MillionsOfReasons](#) and [#WorldCPday](#)



Download the resources listed on Page 20 at [worldcpday.org/resources](https://worldcpday.org/resources)

# Campaign messaging

There are 5 key messages to the **#MillionsOfReasons** campaign:

1.

Introduce the campaign to your followers

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2.

Invite your followers to submit their ideas by 29 September

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3.

Encourage your followers to vote for ideas by 6 October

4.

Educate your followers on the need for accessible technology

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5.

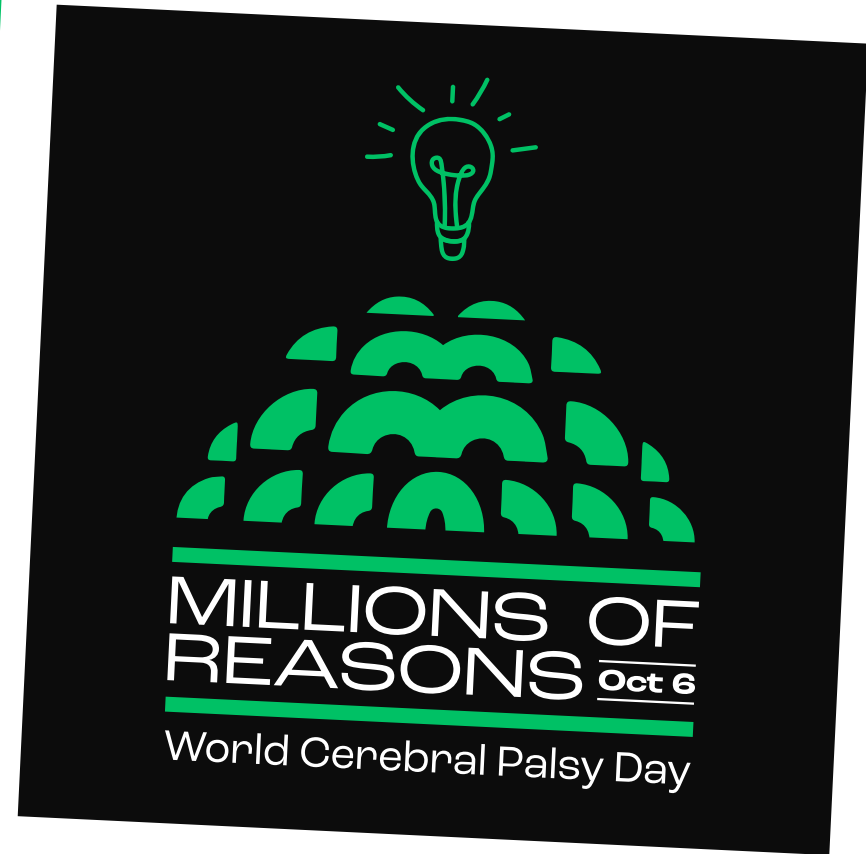
Inspire your followers with examples of innovative technology

You can see sample post descriptions for social media on the following pages.

Remember to tag us in your posts **@WorldCPday** and use the hashtags **#MillionsOfReasons** and **#WorldCPDay**



# Introduce the campaign to your followers



The cerebral palsy community is made up of millions of individuals who have creative ideas and lived experience. That's millions of reasons to help create better, more accessible technology solutions this World Cerebral Palsy Day.

Add your most innovative tech ideas at [ideas.worldcpday.org](https://ideas.worldcpday.org) for your chance to win \$5,000 (USD).

#MillionsOfReasons #WorldCPDay

Invite your  
followers to  
submit their  
ideas by 29  
September



Send us  
your  
accessible  
tech ideas!

MILLIONS OF  
REASONS Oct 6  
World Cerebral Palsy Day

Help us find the next breakthrough in accessible technology by submitting your idea and you could win \$5,000 (USD)! We're calling on the the cerebral palsy community to share your creative ideas and lived experience.

Go to [ideas.worldcpday.org](https://ideas.worldcpday.org) to check out the ideas and add your own!

#MillionsOfReasons #WorldCPDay

Invite your  
followers to  
submit their  
ideas by 29  
September



What new technology could make your life easier?

Time is precious. What takes up too much time for you?

What is a challenge for people living with a disability you want to solve?

What would be the perfect device for you?

**World Cerebral Palsy Day**

We are calling on the cerebral palsy community, made up of millions of individuals with creative ideas and lived experience, to help us find the next breakthrough in accessible technology. Go to [ideas.worldcpday.org](https://ideas.worldcpday.org) to add your boldest accessible tech ideas for a chance to win \$5,000!

#MillionsOfReasons #WorldCPDay

Encourage  
your  
followers to  
vote for ideas  
by 6 October



**Vote**  
for your  
favourite  
accessible  
tech idea

before 6 October

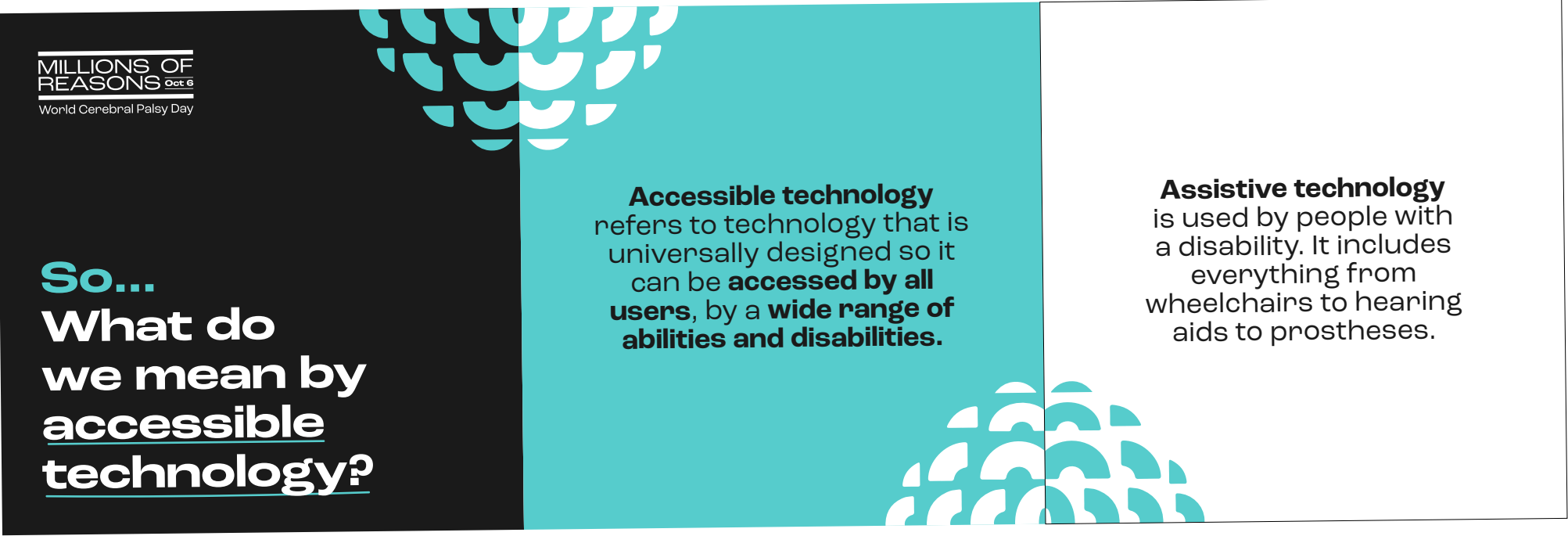
**MILLIONS OF REASONS** Oct 6  
World Cerebral Palsy Day

Help us find the next breakthrough in accessible technology. Go to [ideas.worldcpday.org](https://ideas.worldcpday.org) to see all the ideas submitted by the cerebral palsy community and vote for your favourite one by 6 October!

Voting is open now and ends UTC 11pm, Thursday, 6 October #MillionsOfReasons #WorldCPDay



# Encourage your followers to vote for ideas by 6 October



**MILLIONS OF REASONS** Oct. 6  
World Cerebral Palsy Day

**So...**  
**What do we mean by accessible technology?**

**Accessible technology** refers to technology that is universally designed so it can be **accessed by all users**, by a **wide range of abilities and disabilities**.

**Assistive technology** is used by people with a disability. It includes everything from wheelchairs to hearing aids to prostheses.

**Carousel post** →

For many people with cerebral palsy and other disabilities, technology can make all the difference. We need to see more examples of technology that is universally accessible by people with and without disabilities. Go to [ideas.worldcpday.org](https://ideas.worldcpday.org) and add your own accessible tech ideas for your chance to win \$5,000 (USD).

#MillionsOfReason #WorldCPday

# Inspire your followers with examples of innovative technology



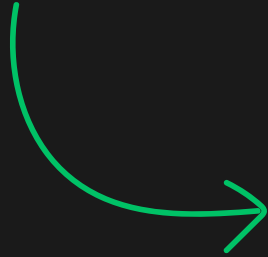
**MILLIONS OF REASONS** Oct 6  
World Cerebral Palsy Day

**An idea to inspire you!**

Have you heard of the Wayband app and wristband? It guides users to their destination, using only vibrations. It's an eyes-free, ears-free and hands-free navigation experience. This is just one example of how technological innovation can change lives for people living with a disability! Add YOUR most innovative tech ideas at [ideas.worldcpday.org](https://ideas.worldcpday.org) for your chance to win \$5,000 (USD)!

#MillionsOfReasons #WorldCPDay

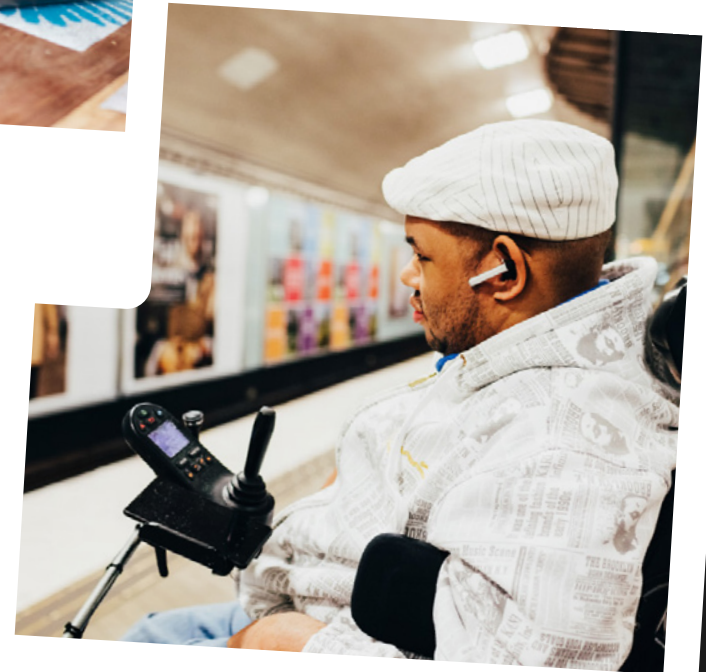
# Ideas to engage your audience



In-person or virtual workshops  
Generate ideas with the community.



Pitch events  
Share new accessible tech ideas .



Voting day events  
Vote for ideas submitted to the campaign.



## Millions of Ideas workshop

In the lead up to World Cerebral Palsy Day, invite the community to come together and generate ideas in a workshop. This could be done virtually or in-person.

Your workshop should have activities to help people come up with the biggest and brightest ideas they possibly can. We have thought-starters on the website [here](#).





## The Pitch

A live-in person event where participants from the CP community can pitch their new accessible tech ideas.

We have a panel of CP influencers who talk about the idea and how they saw it coming to life.

The audience is asked to cast their votes to finish the event!

This can happen in-person, or as a virtual event.



## Voting day event

On World Cerebral Palsy Day bring the community together to vote for their favourite ideas.

You could set up polling stations where people can cast their votes using ipads and invite people who submitted an idea to make a speech.

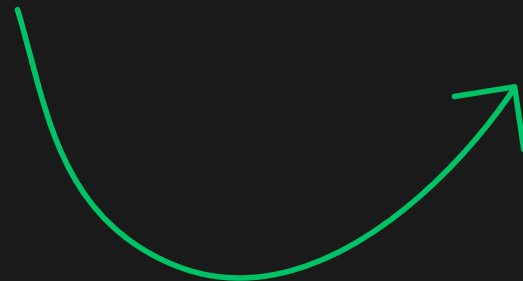
If you want to activate this online - simply use the social media graphics provided to create a sense of urgency and encourage people to vote via the website.

# Tips for gaining media coverage

Getting traditional media outlets to cover the campaign will help amplify your reach.

First we recommend you identify journalists working in your area that have reported on cerebral palsy in the past - this may mean they are more inclined to report on it again.

Afterwards, use the media release template provided to inform them of the campaign. We encourage you to customise the media release to make it more relevant to your local context, the target publication and the intended audience.

[illegible]



# Resources

We have a suite of assets that can be used in planning your World Cerebral Palsy Day campaign. Visit [worldcpday.org/resources](http://worldcpday.org/resources) to download the below. Each of these will be translated across 16 languages to ensure our message can be spread far and wide.

- Millions of Reasons logo
- 2 x posters
- 8 x social tiles for Instagram or Facebook
- 1 x Facebook header
- Media release template
- Educational content including:
  1. What is Cerebral Palsy Infographic
  2. What is Cerebral Palsy Slide Show
  3. Diagnosis & Treatment Poster
  4. My Favourite Words Poster





# Contact us

If you need any guidance or suggestions on how to activate your campaign,  
please reach out and contact [contact@worldcpday.org](mailto:contact@worldcpday.org)

